ESP Training

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ASI Technical Support offers a variety of training options for ESP. In addition to video libraries for ESP+ and ESP Web which contain both recorded webinars and short video tutorials, ASI offers free, live training sessions for ESP+ and ESP Websites Admin online as well! Each live class is conducted by one of our knowledgeable support agents. You can attend as many sessions as you like, all completely free of charge!

What type of training would you like?

Read Articles

For which application would you like to view training articles?

- ESP Web
- ESP Websites
- Company Stores
- ESP Orders
- CRM
- Preferred Suppliers Admin
- ESP Admin
- ESP+

ESP Web Video Chapters

You can watch all the videos within a series by clicking on the playlist name or click on an individual title to view that chapter. We also offer an Introduction to ESP and an ESP Web Feature Spotlight on Virtual Samples.

Searching in ESP	ESP Presentations	Ordering a Product	CRM

- ESP Product Quick Search
- Use the Advanced Search
- Marking Products

- Creating an ESP Presentation
- Edit Product Information
- Modifying the Pricing
- Design
- Settings & Comments
- Sending and Sharing

- Configuring a Product for Order
- Filling in the Order Form
- The Configuration Tab
- The Decoration Tab
- The Instructions Tab
- The Shipping Tab
- The Sales Tax Tab
- Previewing and Sending
- Closing an Order

- Add a Company
- Add a Contact
- Importing Customer Information
- Tasks and Appointments

ESP Web Recorded Webinars

ESP Web - Getting Started

In this webinar, you will learn how to navigate the ESP Web homepage, how to search for products, and how to manage the results.

Note: To view the webinar in full screen, begin playing the video, click on the YouTube button and then click on the Full Screen option.

ESP Web - Presentations

In this webinar, you will learn how to create, edit, save, and send a presentation in ESP Web.

Note: To view the webinar in full screen, begin playing the video, click on the YouTube button and then click on the Full Screen option.

ESP Websites - Basics

This webinar is presented in four sections: Brand it, Own it, Retail it, and Use it. You will learn how to personalize your site, set display options, and review the eCommerce capabilities. Lastly, there will be a demonstration of how your customer will play an order on your site.

Note: To view the webinar in full screen, click on the YouTube button and then click on the Full Screen option.

ESP Websites - Advanced

In this webinar, you will learn how to focus your ESP Website using products, create and apply site navigation, and sync your site with Google Analytics.

Note: To view the webinar in full screen, click on the YouTube button and then click on the Full Screen option.

ESP Websites - Company Stores

A company store is a website that we, as the distributor, host for a customer or end user. This webinar will focus on understanding, configuring, and using company stores.

Note: To view the webinar in full screen, click on the YouTube button and then click on the Full Screen option.

Custom Products

Custom Products are products that you can personalize for use on your ESP Website and/or Company Store. In this webinar, you will learn how to customize an existing product, how to create a completely custom product from a blank template and how to use custom products in product collections.

Note: To view the webinar in full screen, click on the YouTube button and then click on the Full Screen option.

Banners

This webinar demonstrates how to update the banner images on an ESP Website, using graphics provided by ASI, as well as how to upload your own custom images. Please note that the information covered in this session will not apply to custom sites. If you would like to check whether your site is custom, please contact the ASI Technical Product Support department.

ESP Orders

This webinar will demonstrate how create, edit, and send orders within ESP.

Note: To view the webinar in full screen, click on the YouTube button and then click on the Full Screen option.

CRM

Learn how to use the CRM! This webinar focuses solely on the features and functions within the CRM, such as creating companies and contacts, importing data, as well as how to work with tasks and appointments.

Note: To view the webinar in full screen, click on the YouTube button and then click on the Full Screen option.

Email Marketing

This webinar demonstrates how to create a recipient list, customize templates, and send email marketing campaigns.

Note: To view the webinar in full screen, click on the YouTube button and then click on the Full Screen option.

Preferred Suppliers Admin

This webinar demonstrates how to create, customize, and apply a list of favorite suppliers in ESP Web and on ESP Websites.

Note: To view the webinar in full screen, click on the YouTube button and then click on the Full Screen option.

ESP Admin

Learn about the administrative controls within ESP.

Interested in attending a training session?

Great! All of our live training sessions are conducted online and completely free for ASI members! Use the ESP Training Calendar to sign up a class! Curious about what each training session covers? Expand the application to view a brief description of the features and functions discussed during each webinar.

Intro to ESP+

This session demonstrates how access and log into ESP+ followed by an overview of the ESP+ homepage. The webinar also provides information on searching, filters, and collections.

Project Overview

This session discusses the role of a project as a centralized hub for all aspects of an event before demonstrating how to create, manage, and share projects in ESP+.

ESP+ Presentation

This session demonstrates how to create, edit, and share an ESP+ presentation. This webinar provides a detailed walk through of how to begin a presentation using a new customer and how to modify the product data before sharing it with the customer via the Client Portal.

All About the Client Portal

This session focuses on the features and functions of the Client Portal. This webinar is designed to demonstrate the benefits of the Client Portal, namely its dynamic nature and the ease of access to all information for the customer.

Quotes, Orders, and Invoices

This session demonstrates how to process quote requests placed by the customer via a presentation within the Client Portal as well as how distributors can initiate a quote in ESP+. Following quote creation, the webinar focuses on converting the quote to an order, generating purchase orders and invoices, and finally, invoicing the customer.

ESP Websites Admin

- **Basic:**
  Focus is on building a site, branding it through template selection and logo upload, managing the display settings - site info, display options, domains, exclusions, reviewing the eCommerce section, and the ordering process.
- **Advanced:**
  Focus is on customizing the site using product collections, product of the day, and saved searches, as well as covers creating and applying a custom navigation menu and analyzing site traffic using Google Analytics.
- **Company Stores:**
  This section will focus on how to create and customize your customer's company store.